

PRESENTING

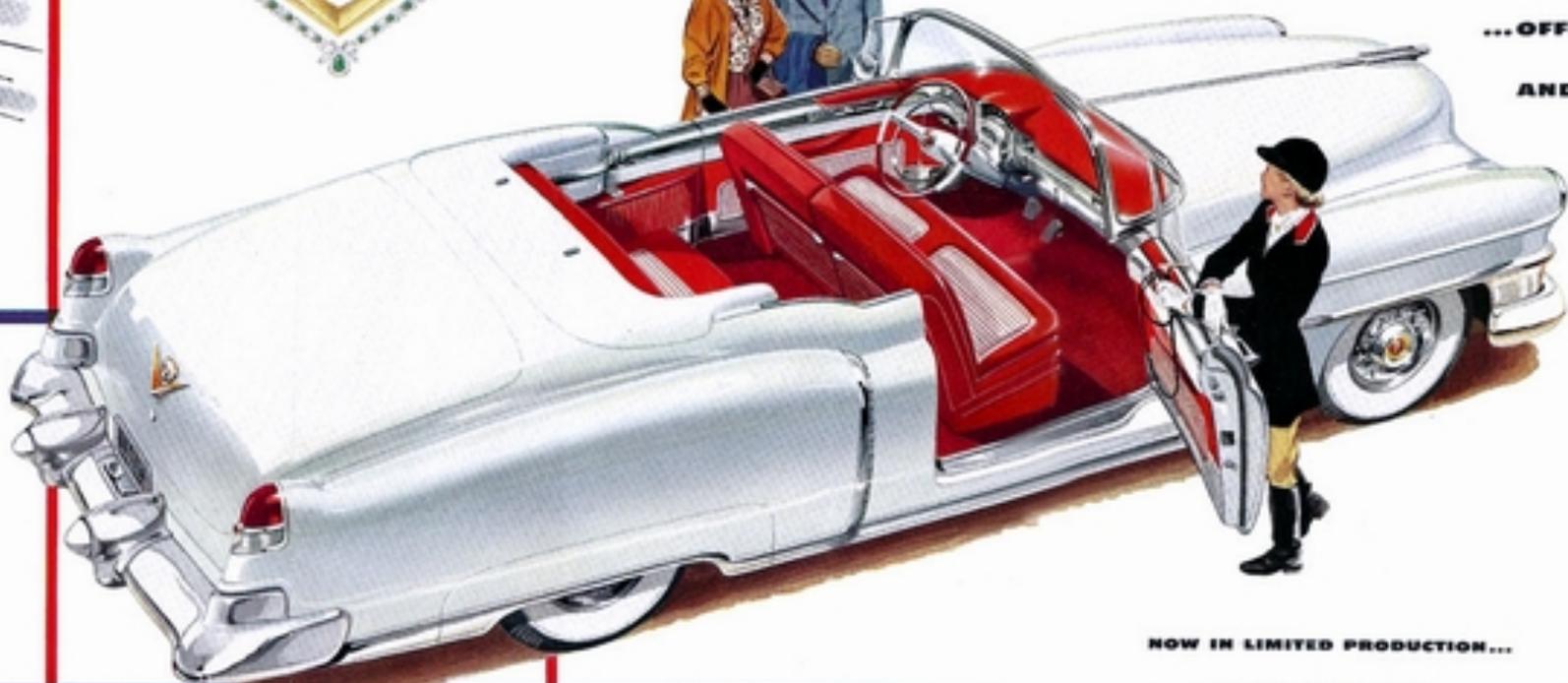
THE *Cadillac* **ELDORADO**



A SPECIAL SPORTS CONVERTIBLE

BUILT IN THE FINEST CADILLAC TRADITION!

DRAMATICALLY STYLED BY FLEETWOOD TO CAPTURE THE HEART OF ALL AMERICA...

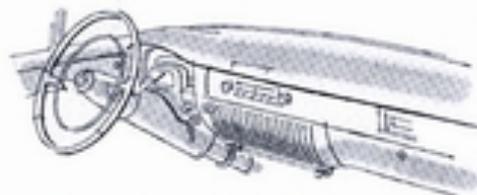


...OFFERING THE MOST EXCITING COLORS

AND THE MOST BEAUTIFUL INTERIORS IN MOTORDOM!

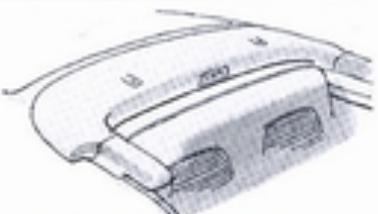
Exciting in its mood... brilliant in its styling... dazzling in its beauty—the dramatic Eldorado introduces an entirely new concept of motor car design. Specially created by the master craftsmen of Cadillac—it blends the magic and artistry of imaginative, contemporary styling with the soundness and excellence of the industry's finest design and engineering. From its low, graceful silhouette... from its bold, massive grille... from its long, sloping rear deck... from any side—it is unique and distinctive and inspiring as no other automobile ever built. Bringing this magnificent styling to even fuller life are four special body colors—Amec Red, Azure Blue, Alpine White and Artisan Ochre... while its luxurious all-leather interiors are superbly beautiful in every detail. If ever a motor car was "breath-taking"... if ever a motoring creation exceeded the fondest visions of America's automotive enthusiasts—that car is the Eldorado!

**NOW IN LIMITED PRODUCTION...
FOR THE ENJOYMENT
OF AMERICA'S MOST DEMANDING
MOTOR CAR ENTHUSIASTS!**



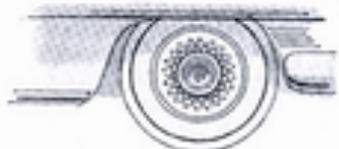
SPECIAL INSTRUMENT PANEL

The Eldorado's specially designed instrument panel is highlighted by a leather-finished cowling which sweeps back dramatically from the hood. The instrument cluster and control knobs are chrome finished. A beautiful "Eldorado" script is mounted in the center of the panel on a medallion of brushed gold. The steering wheel features simulated leather plastic handgrips.



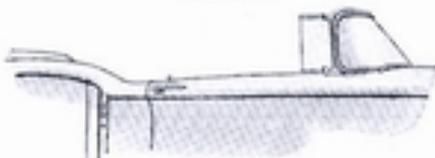
DISAPPEARING TOP

One particularly distinctive feature of the Eldorado's styling is this special metal covering which conceals the top and gives the entire rear deck a smooth, flowing appearance. The top itself is made of a special Orlon fabric and is available in either white or black.



WIRE WHEELS

Fully aside from their eye-catching beauty, the Eldorado's wire wheels assure better brake cooling. White sidewall tires are also standard equipment—as are the fog lights, side view and vanity mirrors, spot-light, and Cadillac Signal-Seeking, Pre-Selector Radio.



UNIQUE DROPPED-DOOR LINE

The unusual lowness of the Eldorado is accentuated by this unique and distinctive dropped-door design. At the rear of the door, the Eldorado is only 37 inches in height—and is from 3 to 4 inches lower than the standard Cadillac convertible in its all-over silhouette.



PANORAMIC WINDSHIELD

The Eldorado has been designed to give both driver and passengers a feeling of freedom and openness on the highway. The extraordinary "panoramic" windshield is an excellent example of this design. By eliminating corner pillars, it provides an uninterrupted view of the road and completely eliminates "blind spots."



THE **E**LDORADO FEATURES CADILLAC'S

GREATEST ENGINEERING ACHIEVEMENTS!



MAGNIFICENT 210 H. P. ENGINE

The Eldorado's great new power plant is the brilliant climax of over 37 years of unduplicated experience in the design of V-8 engines. With an 8:25 to 1 compression ratio, this magnificent valve-in-head engine provides greater power than has ever before been offered in a standard American motor car. Quiet, smooth and responsive almost beyond belief, it is the perfect power plant for so superlative a motoring creation.

IMPROVED HYDRA-MATIC DRIVE

Translating this extraordinary power into truly masterful performance is an improved Hydra-Matic transmission—smoother, quieter and more economical than ever before. Two separate and distinct forward driving ranges are offered—one for cruising on the open road . . . and another for added acceleration and faster "step-down" action in city traffic. Gear changing is virtually unnoticeable. The Hydra-Matic dial is an integral part of instrument panel assembly.

ADVANCED POWER STEERING

Hydraulically operated, Cadillac's advanced Power Steering eliminates up to 75% of all normal steering effort—and makes turning, parking and driving incredibly easy. Even when the Eldorado is at a standstill, the wheels can be turned without effort. And yet, with all this marvelous steering and handling ease, Cadillac's advanced Power Steering never interferes with the driver's "road feel" or directional control.



CADILLAC MOTOR DIVISION ★ GENERAL MOTORS CORPORATION

